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**FORMULA STREET AND JOHNSON & MURPHY ADVERTISING, LLC
TEAM UP TO PROMOTE LAUNCH OF TBS SITCOM,
*TYLER PERRY'S MEET THE BROWNS***

Companies Execute Community Betterment Programs in Five Cities Throughout the Country

LOS ANGELES (August 13, 2009) – Formula Street, Formula’s experimental marketing arm, and Johnson & Murphy Advertising, LLC, an entertainment marketing and production company, recently teamed up to promote the nationwide launch of TBS’ sitcom, *Tyler Perry’s Meet the Browns*. On behalf of TBS, both companies executed a community enhancement initiative which revitalized five basketball courts in Atlanta, Philadelphia, Memphis, Charlotte and New Orleans.

In anticipation of the event, Formula Street managed event logistics around the unveiling of the refurbished basketball courts, which featured *Meet the Browns* branding. On Memorial Day weekend, Formula Street oversaw the execution of all five events, which included coordinating and producing a local youth basketball game, airbrush T-shirt stations, fun outdoor activities including kickball and jump rope, and a free family barbecue.

“Our efforts surrounding the launch of *Meet the Browns* were a huge success,” said Michael Olguin, president of Formula. “Not only did the program debut with fantastic ratings, but we were able to have a significant impact on several deserving cities by bringing together the community and revitalizing their basketball courts.”

Throughout the program, Formula Street distributed thousands of promotional items to attendees, including *Meet the Browns* DVDs, branded basketballs and T-shirts that were customized by onsite airbrush artists. In total, more than 2,000 consumers were reached, 60 percent of whom said they had never watched *Meet the Browns* before, but would tune in now.

“The success of our multi-market, grassroots promotion raised awareness to our target demo and helped to ensure the debut of *Meet The Browns* as the # 1 comedy on cable,” stated Sam Johnson, Principal at Johnson & Murphy Advertising.

About Johnson & Murphy Advertising, LLC

J&M has created branded strategic and tactical entertainment marketing programs for more than two decades....producing every form of on-air and off-air marketing tactic including Key Art, Graphics, Original Shoots, 3-D Motion Graphics, Commercials, DVD Production/ Packaging, Website Design & Content, Mobile Media Programming, Show and Network Launches, Outdoor, Sales Presentations, Trade Ads, Print Publicity, Sizzle Reels, Reality Programming, Game Shows,

Talk Shows, Kids Shows, Sports, Movie Packages and International Distribution Marketing Packages.

Located in Van Nuys, California, J&M is fully equipped and superbly staffed with a team prepared to service your needs with seven audiovisual state-of-the-art edit bays, one sound design and mix studio, nine state-of-the-art 3-D motion graphics workstations, in-house capabilities to deliver HD materials... plus 10 print work stations that allow us to produce work at an unprecedented standard and achieve results that are second to none

All of these factors allow J&M to be meticulous with deliverables – ensuring every component is on time and on budget!

About Formula

Founded in 1992 by President Michael Olguin, Formula is a national public relations boutique with offices in New York, Los Angeles and San Diego. The progressive agency is committed to providing creative marketing solutions that yield bottom-line results for today's passion brands. Formula looks at the branding process as one driven not only by public relations, but also by marketing, brand activation, co-branding, promotions, social media, and other communications. The signature part of Formula's process is storytelling. By creating compelling brand stories, Formula provides a vehicle for clients to connect with target audiences on a level that truly resonates with them. Through this integrated approach, the agency can significantly impact a brand's sustainability and point-of-difference in the marketplace. Formula's practice areas include consumer, lifestyle, business, technology, sports, entertainment and travel. Formula Street, Inc., the agency's experiential marketing arm located in L.A., specializes in developing strategic marketing campaigns that create an emotional bond between a brand and its consumer by using a variety of tactics including mobile marketing campaigns, street activations, publicity stunts and product demonstrations. Formula's high-profile clients currently include Kashi, ConocoPhillips, Toyota, Pinkberry, Newcastle Brown Ale, ESPN Zone and *cerveza* Tecate.

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